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7th Annual MBA Day Management Conference

University of Dayton

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DAYTON, Ohio, February 24, 1975 --- "The Challenge of Management: How to Survive in an Era of Change" Dayton area business leaders and a panel of distinguished speakers, including Congressman Charles Whalen, will discuss management under the stress of change at the 7th Annual MBA Day Management Conference on Saturday, March 1 at the University of Dayton.

"We are in a period of tremendous change that can cause economic political and personal stress on Management," comments Dr. Walter Wilson, Director of the MBA program at UD. "The three featured speakers for the MBA conference will address from several perspectives the ways of the challenge of change."

Dr. Eugene E. Jennings, Professor in the Graduate School of Business of Michigan State University; George S. Cohan, Senior Vice President of Bozelle & Jacobs, Inc. and Congressman Charles W. Whalen, Jr., U.S. House of Representatives, Third District, Ohio, are the featured speakers.

Stress intelligence--why managers and professionals fail at the summit of their careers is the topic of Dr. Jennings' presentation. Jennings, an internationally known speaker and advisor to executives in major corporations, feels a rapidly changing world requires a kind of mind that can function under stress. "Challenge is one thing, stress is another." He is considered by TIME, FORTUNE, and BUSINESS WEEK as America's foremost authority on corporate personnel, managerial stress and anxiety.

Mr. George Cohan analyzes the complex forces and the developing technologies which will effect substantial changes in the way men communicate. He is in demand as a speaker on the topics of marketing, communications, agency operations, environmental activities and the energy crisis.

Congressman Charles Whalen is beginning his fifth term as a member of the U.S. House of Representatives. Whalen is a member of the House Republican Task Force on International Economic Policy, a member of the House Foreign Affairs Committee, and three Subcommittees.

A graduate of UD, Congressman Whalen received an M.B.A. degree from Harvard University and served as Chairman of UD's Department of Economics before his election to the U.S. House.

An enthusiastic speaker, he will take his remarks from the current activities of the political and business arena which relate to the challenge of management.

The Saturday morning session features Dr. Eugene E. Jennings, Congressman Whalen will be the luncheon speakers, George Cohan will head the afternoon session and an Open Discussion period will conclude the conference in mid-afternoon.

MBA Day Conference is scheduled for 8:45-3:45. For phone reservations call the School of Business Administration: 229-3731.